

# Introducing 3M Thinsulate Featherless Insulation

New Loose-Fill Insulation Innovation from 3M Mimics Natural Down

3M announced today the launch of 3M Thinsulate Featherless Insulation, a new loose fill insulation alternative to natural down. This loose fill alternative is a first for the brand that has been trusted to keep people warm for more than 30 years.

3M Thinsulate Featherless Insulation was designed to closely mimic the look and performance of natural down with two times the loft when wet and without the allergens. The fill is as lightweight as natural down, highly breathable and provides extreme warmth for extreme conditions. In addition, the product is:

Warm even when wet  
Equal to 600 fill power - no feathers needed  
Loftier than down at the same basis weight

“3M Thinsulate Featherless Insulation brings real value by providing an effective and cost-effective alternative to natural down,” said Erik Iverson for 3M Thinsulate Insulation. “This innovation is just the beginning as the 3M Thinsulate Insulation brand continues to innovate bringing newer and better products to the marketplace.”

3M Thinsulate Featherless Insulation is available for purchase now. For more information, please contact your local sales representative, visit the 3M Booth #37053 at Outdoor Retailer Winter Market or contact us at [www.Thinsulate.com/contact](http://www.Thinsulate.com/contact).

## About 3M

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs about 88,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow @3MNews on Twitter.

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